

MVP Communications Sub-Committee Minutes
Friday, 11/19/21 at 3:30 pm
Town Hall Location

Call to Order: 3:35 pm

Present: Emily Eyre, Joyce Frater, Donna B. Gordon
Guests: Mary McGurn

The group continued to discuss action steps to distribute MVP Survey and urge survey completion by November 30th.

- Transfer Station Flyers: The Transfer Station face-to-face engagement has been scheduled. Currently, Joyce, Emily, Donna, Fred, Lucinda and Juliette have volunteered for weekend hours during the last 2 weekends of November.
- Talking points and colorful fliers have been printed for distribution. The goal is to encourage folks to complete the survey on-line if possible.
- Mary McGurn continues to add value to the group by developing graphics for publicity material. We have two graphics with quotes from Will Conklin & Marj Wexler ready to send to google list serves, and Egremont Forum weekly until month's end.
- The group agreed that a Reverse 911 call to residents encouraging them to fill out the survey would be best on Monday, 11/29. Emily will write the script and Mary Brazie will be contacted to get permission to facilitate this.
- Mary Brazie will be asked to send one last email blast encouraging residents to complete survey along with survey link.

The Sub Committee agreed that Dave Rejeski's observations around community response to the Survey will be submitted to Westin & Sampson for possible inclusion in community webinar/trainings.

Adjournment: 4:40 p.m.

Respectfully submitted by Donna B. Gordon